

Message Text

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PAGE 01 MANILA 02742 171141Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----066009 172322Z /70

R 170856Z FEB 78
FM AMEMBASSY MANILA
TO USDOC WASHDC
SECSTATE WASHDC 1902
INFO AMEMBASSY TOKYO
AMEMBASSY TAIPEI
AMCONSUL HONG KONG

UNCLAS MANILA 2742

USDOC FOR BED/OIM/SAD JACOBSON/ALE

TOKYO FOR HENoch

E.O. 11652: N/A
TAGS: ENRG, BEXP, RP
SUBJECT: ELECTRIC ENERGY SYSTEMS TECHNICAL SEMINAR

REF: MANILA 2148

1. SUMMARY: ELECTRIC ENERGY SYSTEMS SEMINAR MISSION WENT OFF AS SCHEDULED. ALL MISSION MEMBERS AID OBJECTIVES WERE ACHIEVED AND WERE PLEASED WITH LEVEL OF EXPOSURE. EVENTS WERE WELL ATTENDED, AND APPOINTMENTS FRUITFUL. END SUMMARY.

2. MISSION MEMBERS ARRIVED OVER WEEKEND OF FEBRUARY 11-12. MISSION RECEIVED ADMINISTRATIVE AND POWER SECTOR BRIEFINGS SUNDAY EVENING FEBRUARY 12 BY A/O AND C/O RESPECTIVELY, AND AN ECONOMIC/POLITICAL BRIEFING BY E/C COUNSELOR EARLY MONDAY A.M. FEBRUARY 13. MONDAY AND WEDNESDAY WERE DEVOTED TO GROUP AND INDIVIDUAL APPOINTMENTS, AND TUESDAY TO THE SEMINAR.

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3. THE COCKTAIL RECEPTION MONDAY EVENING FEBRUARY 13 WAS HOSTED BY E/C COUNSELOR AT THE HOLIDAY INN. OVER 130 PEOPLE ATTENDED INCLUDING AMBASSADOR NEWSOM, THE ASSISTANT SECRETARY OF ENERGY, ADMINISTRATOR OF NATIONAL ELECTRIFICATION ADMINISTRATION (NEA), ASSISTANT GENERAL MANAGER OF NATIONAL POWER CORPORATION (NPC), AND OTHER SENIOR AND MIDDLE LEVEL OFFICIALS FROM THE ENERGY AND

POWER SECTORS, USAID, AND ADB.

4. APPOINTMENTS FOR ALL COMPANIES WERE OF THE HIGHEST LEVELS AND MATCHED TO EACH MEMBERS NEEDS. EMBASSY ARRANGED APPOINTMENTS SUPPLEMENTED BY AGENT APPOINTMENTS FOR SOME MEMBERS KEPT ALL MISSION MEMBERS BUSY AND HAPPY.

5. THE SEMINAR WAS OPENED BY SECRETARY OF ENERGY VELASCO. ATTENDANCE WAS 120 PERSONS. ALMOST ALL SENIOR LEVEL PEOPLE IN THE ENERGY AND POWER SECTOR OF THE PHILIPPINES ATTENDED THE OPENING, AND OTHER EVENTS OF THE SEMINAR/MISSION, OR WERE CALLED ON BY THE MISSION MEMBERS DURING THEIR INDIVIDUAL APPOINTMENTS.

6. POTENTIAL CUSTOMERS KNEW EBASCO, BECHTEL, AND ALLIS CHALMERS. OSMOSE PRESENTED A NEW CONCEPT TO THE MARKET AND WAS VERY WELL RECEIVED.

7. DUE TO THE NATURE OF THE MARKET, AND SEMINAR TOPICS, SHORT TERM AND MEDIUM TERM SALES WERE NOT PRIME OBJECTIVE. ALL MISSION MEMBERS SAID THEY ACHIEVED PRINCIPLE OBJECTIVE WHICH WAS HIGH LEVEL EXPOSURE AND IDENTIFICATION WITH USG EFFORT.

8. MISSION DIRECTOR HENOCH HAD USEFUL PROFESSIONAL CALLS ON SECRETARY OF ENERGY GERONIMO VELASCO AND UNCLASSIFIED

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COMMISSIONER LIBRADO IBE OF THE PHILIPPINE ATOMIC ENERGY COMMISSION WHICH HE WILL BE REPORTING SEPARATELY UPON RETURN TO TOKYO. HIS PAPER ON U.S. ENERGY SITUATION WAS WELL RECEIVED AT SEMINAR AND DREW LOCAL PRESS COVERAGE.

9. THE FOLLOWING QUOTES ARE TAKEN FROM FIRMS' END OF MISSION REPORTS:

OSMOSE: "EXCELLENT PROGRAM OF APPOINTMENTS ARRANGED BY EMBASSY STAFF."

ALLIS CHALMERS: "SIGNIFICANT PROMOTIONAL INFORMATION WAS PRESENTED TO LOCALLY IMPORTANT INDIVIDUALS."

EBASCO: "BEAUTIFUL EXCEPTION AS AN EMBASSY, EXTREMELY WELL ORGANIZED AND SUPPORTED ON LOCAL LEVEL."

BECHTEL: "CONCEPT OF SEMINAR IS EXCELLENT. WE NEED TO DEFINE DETAILS (OF PRESENTATIONS IN ADVANCE) TO ACHIEVE OPTIMUM RESULTS. EMBASSY SUPPORT WAS EXCELLENT."

NEWSOM

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Disposition Date: 01 jan 1960
Disposition Event:
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Disposition Reason:
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